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Floriculture and Nursery Crops Outlook

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Modest Sales Growth Expected in 2005

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Despite relatively healthy growth of the U.S. economy, sales prospects for ornamental crops in 2005 are modest. A 2-percent gain for all greenhouse and nursery receipts is projected following 1.3 percent growth in 2004. Sharply higher energy and gasoline prices in the third quarter of 2005 are expected to dampen consumer spending on discretionary goods such as ornamental crops. Sales declines are projected for cut flowers and cut cultivated greens and no growth for indoor foliage plants. Continued strong sales for bedding and garden plants and propagative material are largely responsible for the 2.3-percent gain in floriculture crop receipts in 2005.

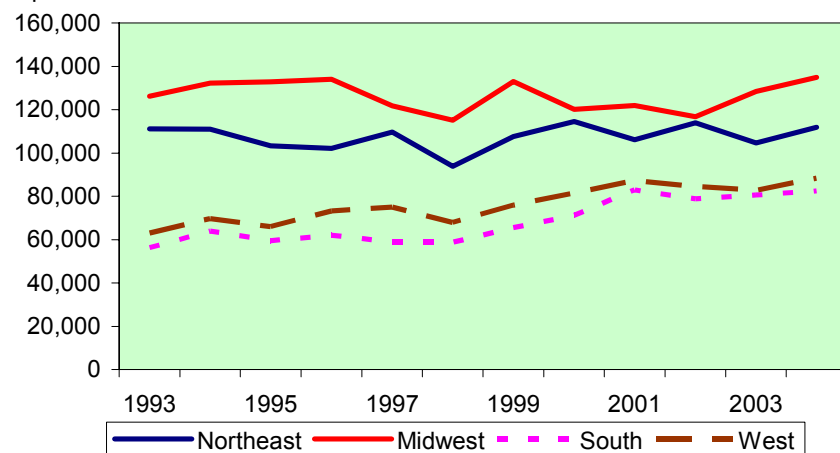
Although sales of greenhouse and nursery crops in 2004 were stronger for growers in the Midwest and Northeast than in the South or West—the opposite of what happened in 2003—a more even growth distribution between regions is anticipated in 2005 since sales in all four U.S. regions are driven largely by bedding and garden annuals and herbaceous perennials. Half of total floriculture receipts in 2005 are from bedding and garden plants compared with 44 percent in 2000. The share of these crops in total grower receipts is larger in the Midwest and Northeast than in the South and West, but the gap is narrowing.

While growers in the Western and Southern States have larger average sales, their sales per acre of total production area is smaller than for growers in the Midwest and Northeast. The difference is accounted for by more intensive propagation of bedding and garden plants in the Midwest and Northeast, as well as potted flowering plants in the Northeast, compared with other floriculture crops and relative to Western and Southern States. Operations in the colder States of the Midwest and Northeast also utilize greenhouses for crop production to a greater extent given that their greenhouse-covered area represents a larger share in total production area than in the South or West.

Figure 1

Floriculture sales per acre of total production area are higher in the Midwest and Northeast

\$ per acre

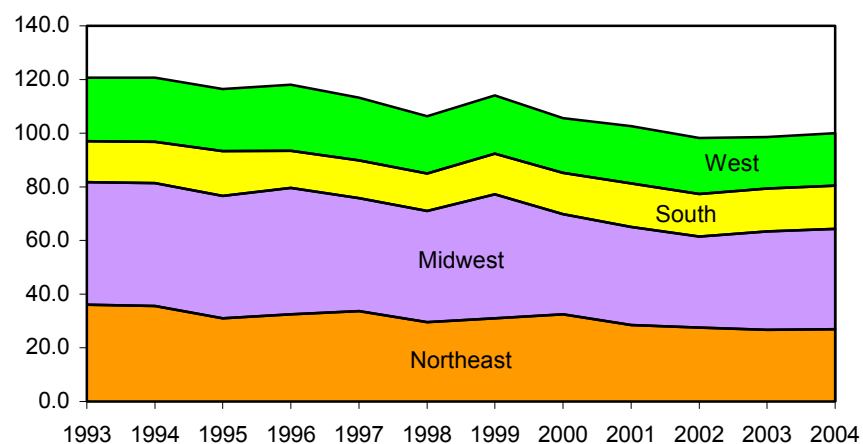


Source: Floriculture Crops, NASS.

Figure 2

Share of greenhouse cover in total production area is highest in the Midwest

Percent



Source: Floriculture Crops, NASS.

Floriculture sales per acre of total production area averaged nearly \$135,000 for producers in the Midwest in 2004, followed by \$112,000 in the Northeast. In the South and West, where growers utilize significantly more shade cover and open field for crop production, average sales per acre were lower at \$82,500 and \$88,500, respectively. Production costs, however, are higher in the Midwest and Northeast because of more extensive use of greenhouses for growing ornamental crops. Higher energy costs expended in heating greenhouses in the colder States in 2005 will push up their production costs and crop prices.

Lower Import Prices Offset Higher Domestic Prices

Average wholesale prices of domestic floriculture crops are expected to be up less than 1 percent in 2005 as demand remains weak and cheaper imports of cut flowers and flowering plants raise their share in total supply. Indeed, import prices are anticipated to be lower than in 2004 as import volumes climb faster than import values in 2005. As a result, projected composite prices for cut flowers and flowering plants are projected down somewhat in 2005. Composite prices for floriculture crops were up 3.4 percent in 2004 as the dollar's lower exchange rate raised U.S. import prices. The effect of higher fuel prices in 2005 is to weaken consumer demand for domestic ornamental crops as spending is constrained by higher energy and gasoline expenses.

Prices of U.S.-grown floriculture crops in 2005 are forecast to reach 5 percent above prices in 2000, which is half the pace of import prices. Import prices of cut flowers and flowering plants in 2004 were 14 and 12 percent higher than in 2000, boosted by the weaker dollar. Prices of domestic potted flowering plants, fresh cut flowers, and especially herbaceous perennial plants are all expected to exceed 5 percent above their levels in 2000. Led by potted hardy/garden chrysanthemums, perennial bedding plant prices in 2004 were already 13 percent higher than in 2000. Only bedding and garden annual plant prices have remained flat since 1999 as production supply jumped 30 percent based on the number of containers sold through 2004.

Prices of foliage plants for indoor or patio use are likely to rise due to widespread crop damage in Florida's Miami-Dade County caused by hurricane Katrina in early September 2005. Estimated losses amount to more than \$300 million in Miami-Dade, including destroyed shade houses and possible root rot caused by flooding. Although prices of foliage plants cannot be directly determined due to the absence of quantity sold data, the effect of any net loss is to reduce total foliage plant receipts in 2005. Nevertheless, producers of potted foliage plants averaged \$424,600 in sales at wholesale in 2004, up 4 percent from 2003. The average size of their operations, which are largely located in Florida and California, more than doubled from only \$204,500 in 1993.

Table 1: Import prices rise twice as fast as domestic prices since 2000

Year	Composite prices			Floriculture import prices	Floriculture domestic prices 3/
	Floriculture prices 1/	Cut flowers	Flowering plants 2/		
2000 = 100					
2005f	107.4	109.0	105.4	110.1	104.7
2004p	108.3	110.5	105.6	113.9	103.8
2003	104.7	104.2	105.3	105.9	103.9
2002	100.3	96.9	103.6	95.5	102.4
2001	101.6	98.9	104.5	98.5	101.9
2000	100.0	100.0	100.0	100.0	100.0
1999	93.9	94.5	93.1	94.0	96.4
1998	96.4	100.1	91.6	99.7	94.1
1997	92.7	95.9	88.3	93.2	99.1
1996	90.2	94.8	84.0	89.5	93.1
1995	90.8	93.2	87.6	86.2	91.5
1994	87.9	87.8	88.0	78.6	89.6
1993	90.1	94.7	85.0	92.7	87.0
1992	89.3	95.7	81.9	92.2	82.8

f = ERS forecast; p = preliminary.

1/ The weights used are import values and wholesale values (minus exports) of cut flowers, potted flowering plants, annual bedding plants, and herbaceous perennials. Import prices are based on annualized import values and quantities. Prices of domestic cut flowers, flowering, and bedding plants are also based on unit values of sales.

Quantity sold or imported were not used as weights because the number of cut flower stems or bunches are not compatible with the number of pots or flats of flowering and bedding plants. See Summary 1 for weights and Summary 2 for prices by crop group.

2/ Imports (HS 0602) include azaleas, rhododendrons, roses, orchids, poinsettias, chrysanthemums, and herbaceous perennials.

3/ Prices of foliage plants, propagative material, and cut greens cannot be calculated.

Sources: Floriculture Crops, NASS; FATUS, ERS.

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2000	100.0	100.0	100.0	100.0	100.0
1999	93.9	94.5	93.1	94.0	96.4
1998	96.4	100.1	91.6	99.7	94.1
1997	92.7	95.9	88.3	93.2	99.1
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Sources: Floriculture Crops, NASS; FATUS, ERS.

Cut Flowers

Growers of fresh cut flowers sold 784 million stems, bunches, and blooms worth \$422 million in 2004. Both value and quantity sold were down from 2003 as growers continue to reduce production volume of roses, carnations, gladioli, and snapdragons despite higher or unchanged unit value prices. Although the average U.S. household spent \$10 on cut flowers in 2004, up from \$9.18 in 2003, about 62 cents out of each dollar spent were paid to importers and foreign growers. Imported cut flowers reached \$700 million in 2004, up more than 16 percent but import value is expected to remain unchanged in 2005 despite a projected 3 percent gain in import quantity. Import prices are projected down as import quantity has grown faster than corresponding import value in January-June 2005.

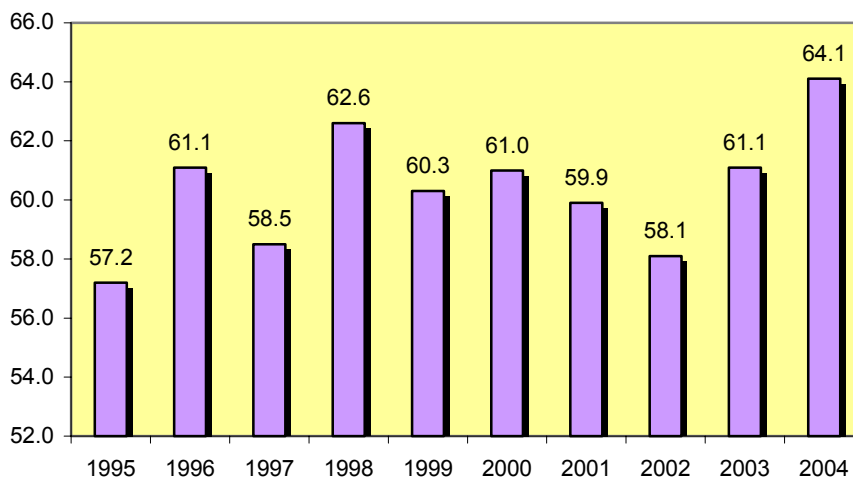
The import share in total supply of cut flowers based on sales value was 62 percent on average in 2004, up from 59 percent in 2003. The import share for roses was 85 percent; pompon chrysanthemums was 75 percent; standard carnations 95 percent; and orchids 42 percent. Based on quantity sold, the import share in the supply of major cut flowers was 78 percent in 2004, which is much higher than the 62 percent based on value because U.S. growers are producing more higher-value cut flowers that face less competition from imports.

The number of fresh cut flower growers in the United States has dwindled to 536 in 2004 from 829 in 1997 and 667 in 2000. While growers' total sales receipts and quantity sold continue to decline, average sales per grower is still growing—\$786,600 in 2004, indicating that growers have larger operations on average. Most of these large growers are located in California, whose cut flower sales in 2004 were \$303.6 million. Growers in other States sold \$118 million worth of cut flowers in 2004, less than half of California's sales receipts. Average cut flower sales per grower are highest for roses, lilies, gerbera daisies, gladioli, and tulips—all above or close to \$400,000 in 2004. Except for roses and gladioli, total grower sales and quantity sold of these cut flowers have also grown since 2000.

Figure 3

Import share of major cut flowers is up again*

Percent



* Based on dollar values.

Source: *Floriculture Crops*, NASS, U.S. Census Bureau.

Potted Flowering Plants

Sales of potted flowering plants are projected to grow to \$831.4 million in 2005, up 2 percent from 2004. These sales are driven by orchids, poinsettias, florist chrysanthemums, and spring flowering bulbs. These plants also lead in the number of pots sold. In average price per pot sold, the plants that exceed \$4 are florist azaleas, Easter lilies, and poinsettias. Orchids averaged \$7.70 per pot sold at wholesale in 2004, the highest among all major flowering plants. Average prices for all major plants in 2004 were highest in the Midwest at \$4.25 per pot. Producers in the West and South received \$4.07 per pot on average in 2004, and \$3.48 in the Northeast. Price inflation per pot was most favorable to growers in the Northeast and Midwest—advancing by 17 and 15 percent respectively, from 2000 to 2004. For growers in the South and West, prices received per pot in 2004 were 4 percent lower than in 2000.

Prices of potted flowering plants have been relatively flat since 2001 as the number of pots sold annually has remained around 238 million on average from 1992 to 2005, within a narrow range of plus or minus 4 million pots. The stagnant demand for these plants is in part due to competition from less expensive bedding and garden annuals as well as perennials, and in part due to increasing imports. Imported orchid plants are rising rapidly in value and volume in 2005 despite a decline in 2004, an indicator of strong consumer demand. However, import prices are down sharply as cheaper plants from Thailand, South Korea, and Canada are penetrating the expanding U.S. market.

Growers of potted flowering plants averaged \$374,300 sales at wholesale in 2004, up 6 percent from 2003. The average size of their operation has expanded by nearly 50 percent from \$252,500 in 1996. However, for producers of orchids, average sales were \$564,600 in 2004, up 19 percent from 2003. This value is almost twice as much as in 1996 when orchids were first surveyed by NASS. In contrast, growers of Easter lilies averaged only \$63,100 in sales in 2004, the lowest among major potted flowering plants. Thus, as would be expected, the number of growers producing Easter lilies have fallen by a third since 1996 while those growing orchids have increased 29 percent.

Table 2--Price growth of potted flowering plants in recent years is highest in the colder States

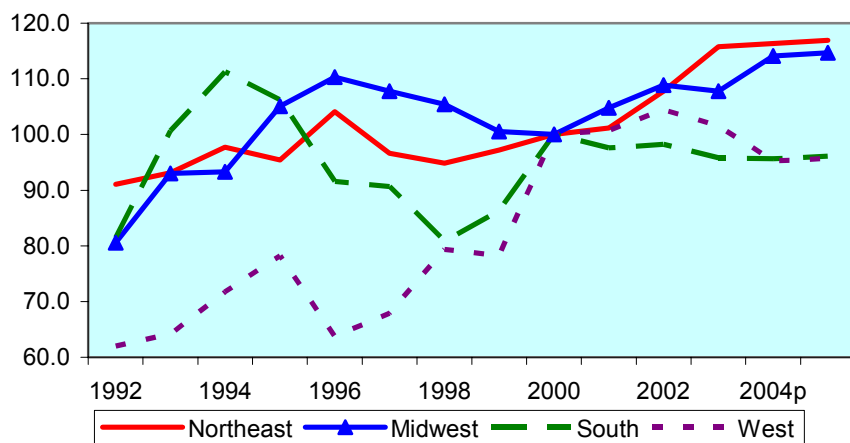
Region	1996	1998	2000	2002	2004p	2005f
2000 = 100						
Northeast	104.1	94.9	100.0	107.7	116.3	116.9
Midwest	110.3	105.4	100.0	108.9	114.1	114.6
South	91.6	80.8	100.0	98.3	95.6	96.1
West	63.7	79.4	100.0	104.4	95.2	95.7

Source: *Floriculture Crops*, NASS.

Figure 4

Price inflation of potted flowering plants since 2000 is higher in the Northeast and Midwest

2000=100



Source: *Floriculture Crops*, NASS. 2004 is projected.

Bedding and Garden Plants

Prices of annuals among bedding and garden plants are expected to remain relatively unchanged, rising only 0.5 percent in 2005. Prices of potted annuals, projected to be about 12 percent higher in 2005 than in 2000, have climbed twice as fast as prices of flats or hanging baskets since 2000. Nevertheless, average prices of herbaceous perennials lead all bedding and garden plants with 15 percent anticipated growth since 2000, largely due to higher prices for potted hardy/garden chrysanthemums.

Grower sales of herbaceous perennials are expected up by 4.5 percent in 2005, following 8 percent growth in 2004. Since 2000, perennials' sales will be up 65 percent in 2005, not unlike sales of all propagative materials. Sales of perennials by growers in Western States, particularly California, have shot up by 121 percent since 2000, about double the sales growth in the South and Midwest, and 3.5 times that in the Northeast. Sales of annuals, on the other hand, will experience only 15 percent expansion since 2000.

Total grower sales of bedding and garden plants have almost doubled in the past decade, the fastest among the floriculture crop groups. While herbaceous perennials account for a large part of this growth (partly due to more plant varieties surveyed by NASS in 2000), sales of potted annuals and hanging baskets have significantly increased over the past decade, eclipsing annuals in flats. In fact, the number of annuals in flats sold in 2004 was back down to its level in 1995. These trends coincide roughly with average sales per US household in which purchases of annuals in pots and hanging baskets have grown sharply in contrast to lower spending for annuals in flats in recent years.

Nursery Crops

A 1.8-percent sales growth for nursery and other greenhouse crops is forecast for 2005, slightly lower than the 2-percent growth projected for floriculture crop receipts. After many years of fast sales expansion in the 1990s and in recent years—an average 4.2 percent annually from 1992 to 2003—growth slowed to only 1 percent in 2004, half of floriculture crops' sales pace. A number of factors may be responsible for this slowdown despite robust new housing construction since 2001—higher prices per plant or tree, higher energy costs, and uncertain supply of seasonal nursery workers. Average prices of nursery crops received by growers in 2003 were 16 percent higher than in 2000 in the 17 largest States surveyed by NASS. Since total nursery sales increased 19 percent between these years and quantity sold grew by only 3 percent, the principal driver of total sales was crop price inflation due to higher production costs.

Among the 17 major nursery producer States, average sales per acre fell to \$8,684 in 2003 from \$9,003 in 2000 as the total production area expanded by 24 percent, 5 percent faster than sales. Nevertheless, average sales per operation rose by 1 percent to \$512,900 between 2000 and 2003 even as the number of operations also increased. The number of hired workers climbed to 113,137 in 2003 from 111,780 in 2000. As total sales of nurseries in the 17 States jumped almost 20 percent, average sales receipts generated by each hired worker went up from \$29,700 in 2000 to \$35,100 in 2003. By contrast, each worker hired in floriculture earned growers \$38,100 on average in 2003. But average floriculture sales per operation was \$423,656 in 2003, lower than for nurseries.

Contacts and Links

Contact Information

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To order printed copies of the five field crop newsletters—cotton and wool, feed, rice, oil crops, and wheat—as a series, specify series SUB-COR-4043.

Websites

Floriculture and Nursery Crops Yearbook: www.ers.usda.gov/publications/flo.

Floriculture Crops:

www.usda.gov/nass/pubs/reportname.htm#floriculture_crops_summaries.

Guidelines

This report summarizes U.S. and regional trends over the past decade and provides forecasts of floriculture sales and unit prices in 2005. Year-ahead sales and price projections for floriculture products and for each U.S. region indicate estimated growth for large growers located in the 36 States surveyed by the National Agricultural Statistics Service (NASS). Statistical data from 1992 to 2004 for floriculture crops are available from nass.usda.gov.

Import data of floriculture and nursery crops are obtained from the *Foreign Agricultural Trade of the United States (FATUS)* database at fas.usda.gov/ustrade. Grower cash receipts of greenhouse and nursery crops are estimated by ERS and are available at ers.usda.gov. The number of U.S. households is estimated by the U.S. Census Bureau.

Data for nursery crops from 17 surveyed States in 2000 and 2003 as well as summary statistics for nursery, greenhouse, and floriculture crops from the 2002 Census of Agriculture are available at nass.usda.gov.

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Summary 1--Floriculture and nursery crops: Value of sales at wholesale, by crop group, U.S. and regions, 1996 to date

Crop groups	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
United States:										
Cut flowers	412,700	471,569	411,595	431,624	429,963	418,103	427,081	422,982	421,631	417,415
Flowering plants, potted	684,340	722,869	736,837	758,838	799,599	824,750	843,940	803,462	815,136	831,439
Foliage plants	508,947	499,964	502,510	511,999	560,174	650,590	622,560	649,681	638,979	638,979
Bedding plants, annuals	1,359,055	1,668,643	1,778,823	1,839,575	1,661,427	1,680,770	1,789,783	1,788,854	1,845,495	1,910,087
Herbaceous perennials 1/	69,078	78,316	93,787	103,564	433,993	495,732	611,166	634,872	687,050	717,967
Cut cultivated greens	118,185	116,184	117,689	126,675	126,168	112,358	113,773	102,065	92,445	86,898
Propagative materials	---	---	---	---	242,638	313,922	345,871	367,971	386,310	397,899
<i>Total floriculture sales 2/</i>	3,407,320	3,896,050	3,958,987	4,096,560	4,576,585	4,802,555	5,089,514	5,082,172	5,179,696	5,300,140
Percent growth	2.4	14.3	1.6	3.5	11.7	4.9	6.0	-0.1	1.9	2.3
<i>Nursery+other greenhouse 3/</i>	7,892,686	8,458,457	8,637,400	9,039,918	9,219,327	9,592,989	10,091,033	10,409,426	10,517,479	10,710,979
Percent growth	5.6	7.2	2.1	4.7	2.0	4.1	5.2	3.2	1.0	1.8
<i>Greenhouse+nursery crops</i>	11,300,006	12,354,507	12,596,387	13,136,478	13,795,912	14,395,544	15,180,547	15,491,598	15,697,175	16,011,119
Percent growth	4.6	9.3	2.0	4.3	5.0	4.3	5.5	2.0	1.3	2.0
per U.S. household, \$	114.48	123.69	124.67	127.22	130.79	134.71	140.67	142.17	142.66	144.07
Northeast:										
Cut flowers	33,283	31,188	25,963	24,916	22,228	21,692	22,341	18,977	18,120	17,939
Flowering plants, potted	96,079	110,445	116,276	117,302	123,877	133,127	146,232	136,528	146,561	149,492
Foliage plants	20,269	17,561	16,975	16,738	14,605	16,218	18,652	16,821	16,489	16,489
Bedding plants, annuals	197,469	283,444	292,318	318,002	259,983	249,124	259,731	266,790	280,008	289,808
Herbaceous perennials 1/	18,733	19,632	22,450	26,849	94,092	102,240	116,501	114,473	121,038	126,485
Propagative materials	---	---	---	---	29,330	51,783	53,345	37,718	50,510	52,025
<i>Total floriculture sales 2/</i>	454,178	551,681	565,562	588,590	636,564	656,116	708,198	690,520	715,745	737,817
<i>Nursery+other greenhouse 3/</i>	809,744	791,359	782,896	785,933	830,465	852,663	967,156	975,737	1,006,280	1,018,648
<i>Greenhouse+nursery crops</i>	1,263,922	1,343,040	1,348,458	1,374,523	1,467,029	1,508,779	1,675,354	1,666,257	1,722,025	1,756,466
Midwest:										
Cut flowers	31,096	33,480	27,306	18,128	19,730	19,248	16,736	17,692	13,729	13,592
Flowering plants, potted	136,594	146,452	133,795	136,261	143,174	139,117	132,858	130,402	125,904	128,422
Foliage plants	23,700	21,932	17,056	20,089	23,730	24,881	22,247	22,536	24,704	24,704
Bedding plants, annuals	366,718	463,777	486,106	491,446	445,361	462,021	464,239	491,013	497,348	514,755
Herbaceous perennials 1/	18,010	21,799	24,159	25,073	125,162	141,245	175,890	172,747	194,797	203,563
Propagative materials	---	---	---	---	32,802	44,929	63,722	77,435	85,146	87,700
<i>Total floriculture sales 2/</i>	652,162	778,715	773,338	789,555	896,189	933,296	983,291	1,010,681	1,042,912	1,077,365
<i>Nursery+other greenhouse 3/</i>	1,164,675	1,173,793	1,179,324	1,237,746	1,122,935	1,261,646	1,310,258	1,302,156	1,359,812	1,373,413
<i>Greenhouse+nursery crops</i>	1,816,837	1,952,508	1,952,662	2,027,301	2,019,124	2,194,942	2,293,549	2,312,837	2,402,724	2,450,778
South:										
Cut flowers	35,512	41,340	35,543	30,331	31,510	27,297	25,939	23,823	23,809	23,571
Flowering plants, potted	240,560	243,229	250,135	267,247	264,413	245,402	265,851	256,137	258,994	264,174
Foliage plants	370,998	352,876	356,160	352,619	390,320	479,960	453,974	478,698	469,982	469,982
Bedding plants, annuals	335,637	483,518	514,175	555,015	533,293	554,318	630,784	605,472	635,030	657,256
Herbaceous perennials 1/	16,993	28,833	36,405	44,829	152,127	171,692	221,880	230,689	237,670	248,365
Cut cultivated greens	97,706	94,600	91,399	100,832	100,607	87,836	88,242	81,072	76,495	71,905
Propagative materials	---	---	---	---	67,809	94,131	99,554	102,561	99,138	102,112
<i>Total floriculture sales 2/</i>	1,295,606	1,382,494	1,412,067	1,492,501	1,650,181	1,765,716	1,905,463	1,882,055	1,907,588	1,945,978
<i>Nursery+other greenhouse 3/</i>	3,305,454	3,638,349	3,756,822	3,773,973	3,893,921	3,936,886	4,025,429	4,187,208	4,243,541	4,328,173
<i>Greenhouse+nursery crops</i>	4,601,060	5,020,843	5,168,889	5,266,474	5,544,102	5,702,602	5,930,892	6,069,263	6,151,129	6,274,152
West:										
Cut flowers	312,809	365,561	322,783	341,454	342,852	337,958	349,662	352,880	352,465	348,940
Flowering plants, potted	211,107	222,743	236,631	233,844	268,135	307,104	298,999	280,395	283,677	289,351
Foliage plants	93,980	107,595	112,319	121,766	131,519	129,531	121,267	126,007	121,840	121,840
Bedding plants, annuals	290,400	393,900	442,815	423,855	422,790	415,307	435,029	425,579	433,109	448,268
Herbaceous perennials 1/	7,703	7,904	9,739	6,608	62,612	77,969	96,895	115,314	132,350	138,306
Cut cultivated greens	20,456	21,392	25,927	24,695	24,091	21,884	23,549	19,334	14,211	13,358
Propagative materials	---	---	---	---	70,262	76,623	86,441	100,794	98,272	101,220
<i>Total floriculture sales 2/</i>	1,005,374	1,183,160	1,208,020	1,225,914	1,393,651	1,447,427	1,492,562	1,498,916	1,513,451	1,540,179
<i>Nursery+other greenhouse 3/</i>	2,612,813	2,854,956	2,918,358	3,242,266	3,372,006	3,541,794	3,788,190	3,944,325	3,907,846	3,989,544
<i>Greenhouse+nursery crops</i>	3,618,187	4,038,116	4,126,378	4,468,180	4,765,657	4,989,221	5,280,752	5,443,241	5,421,297	5,529,723

--- = Not available; p = preliminary; f = ERS forecast.

1/ From 1993 to 1999, herbaceous perennial plants include only hardy/garden chrysanthemums. All perennials are potted.

2/ Includes growers with annual floriculture sales of between \$10,000 and \$100,000; thus, may not equal sum of sales of floriculture crop groups which are sold by growers with at least \$100,000 in annual floriculture sales. Growers are located in the 36 States surveyed by NASS.

3/ Estimated as cash receipts from greenhouse and nursery crops minus the expanded value of floriculture sales at wholesale; includes Christmas trees and other greenhouse products such as vegetables, herbs, sod, hydroponic plants, and transplant seedlings for commercial vegetable and fruit production.

Source: *Floriculture Crops*, NASS; ERS.

Summary 2--Floriculture crops: Wholesale price index and quantity sold, by crop group, U.S. and regions, 1995 to date

Crop groups	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 2000 = 100 ---											
United States											
Cut flowers, fresh 1/	101.7	100.3	96.4	97.7	95.5	100.0	101.9	99.5	102.4	103.9	106.1
Flowering plants, potted	87.8	84.9	89.9	92.5	92.9	100.0	104.0	104.2	104.8	104.8	105.3
Bedding plants, annuals 2/	91.2	96.0	104.8	94.8	99.0	100.0	101.1	101.0	101.4	99.8	100.2
-- In pots	87.1	92.9	108.2	112.7	107.9	100.0	102.3	103.7	108.5	111.3	111.8
-- In flats	89.8	91.2	93.7	93.4	98.7	100.0	99.6	105.2	103.9	105.1	105.6
-- In hanging baskets	95.7	97.9	96.6	99.2	101.7	100.0	103.0	103.2	105.4	104.8	105.3
Herbaceous perennials 3/	70.7	71.3	75.6	76.8	79.5	100.0	101.0	105.9	110.8	113.2	114.8
All bedding / garden plants	93.6	98.1	107.1	97.5	101.5	100.0	100.5	101.2	102.7	102.0	102.8
Import prices											
Cut flowers, fresh	86.4	91.1	95.4	101.7	93.9	100.0	96.7	95.0	105.3	114.2	110.7
Flowering plants 4/	83.1	70.8	68.7	80.4	94.9	100.0	108.6	98.3	109.2	111.7	106.1
Northeast											
Flowering plants, potted	95.5	104.1	96.6	94.9	97.2	100.0	101.2	107.7	115.8	116.3	116.9
Bedding plants, annuals	97.8	97.6	92.1	85.7	95.5	100.0	100.7	99.6	100.8	100.0	100.5
-- In pots	85.2	86.4	108.1	115.8	118.5	100.0	105.6	105.6	113.8	119.2	119.8
-- In flats	91.7	91.3	94.1	81.6	94.2	100.0	98.9	98.3	93.4	98.7	99.2
-- In hanging baskets	94.4	97.4	93.2	96.2	103.4	100.0	104.4	103.9	109.3	112.8	113.3
Herbaceous perennials	75.7	71.3	70.9	80.9	72.5	100.0	95.5	104.8	112.7	114.6	116.3
All bedding / garden plants	106.6	107.1	95.5	90.8	98.0	100.0	98.2	100.3	103.8	103.8	104.6
Midwest											
Flowering plants, potted	105.1	110.3	107.8	105.4	100.6	100.0	104.8	108.9	107.7	114.1	114.6
Bedding plants, annuals	97.3	101.2	98.0	98.9	98.5	100.0	106.8	104.1	106.9	103.4	103.9
-- In pots	89.9	95.2	106.9	120.6	114.7	100.0	107.5	106.3	117.2	115.9	116.4
-- In flats	91.2	95.3	95.4	91.3	95.8	100.0	102.8	105.2	100.7	102.2	102.7
-- In hanging baskets	98.9	98.8	99.7	100.3	100.6	100.0	103.5	100.5	101.7	100.4	100.9
Herbaceous perennials	76.4	79.0	81.7	81.4	84.1	100.0	101.0	97.9	108.3	117.2	118.9
All bedding / garden plants	105.8	108.5	103.6	104.2	104.0	100.0	104.4	99.8	105.7	105.5	106.3
South											
Flowering plants, potted	106.2	91.6	90.6	80.8	86.3	100.0	97.6	98.3	95.8	95.6	96.1
Bedding plants, annuals	---	---	105.3	94.1	95.4	100.0	101.0	101.4	98.4	96.2	96.6
-- In pots	100.0	108.1	112.5	108.0	107.5	100.0	103.0	105.5	108.6	112.9	113.5
-- In flats	93.9	93.7	92.4	91.9	94.6	100.0	96.6	105.5	106.8	105.0	105.5
-- In hanging baskets	96.8	99.3	97.2	100.2	102.8	100.0	103.7	102.7	104.5	102.3	102.8
Herbaceous perennials	62.6	66.2	74.9	68.8	76.7	100.0	102.6	118.8	115.6	118.3	120.1
All bedding / garden plants	---	---	112.4	99.7	100.8	100.0	101.3	105.3	102.4	101.2	102.0
West											
Flowering plants, potted	78.2	63.7	67.9	79.4	78.3	100.0	100.7	104.4	101.5	95.2	95.7
Bedding plants, annuals	85.5	90.8	110.0	85.1	100.2	100.0	97.6	99.2	97.5	99.5	100.0
-- In pots	86.8	86.2	101.8	106.0	97.3	100.0	95.8	100.1	100.7	102.4	102.9
-- In flats	83.8	84.1	90.9	107.8	108.5	100.0	101.5	110.5	112.4	112.7	113.2
-- In hanging baskets	89.3	93.5	92.0	91.9	96.2	100.0	105.7	106.3	106.9	110.0	110.5
Herbaceous perennials	54.6	57.5	57.8	69.0	62.9	100.0	102.1	104.9	112.4	108.2	109.8
All bedding / garden plants	93.0	100.7	114.7	90.1	108.2	100.0	96.9	97.6	96.9	96.5	97.2
Quantity sold / imported											
-- million units --											
U.S. production sold											
Cut flowers, fresh	696.3	622.8	646.7	540.5	433.6	830.8	792.8	829.5	798.3	783.8	760.3
Flowering plants, potted	233.7	242.8	242.3	240.0	246.1	241.0	239.0	244.0	231.0	234.4	237.9
Bedding / garden plants 5/	565.1	567.1	635.3	748.5	746.2	816.5	843.6	924.4	920.0	967.4	996.4
Imports											
Cut flowers, fresh	2,626	2,807	2,782	2,700	2,807	2,726	2,612	2,554	2,616	2,808	2,897
Flowering plants 4/	262.5	279.7	286.3	376.5	377.2	395.1	394.7	445.0	468.7	446.0	443.6
Total U.S. supply											
Cut flowers, fresh	3,606	3,430	3,429	3,240	3,240	3,557	3,405	3,384	3,415	3,592	3,657
Flowering plants	496.2	522.5	528.6	616.4	623.3	636.0	633.7	689.0	699.7	680.4	681.4

p = Preliminary; f = ERS forecast; --- = not available.

1/ Due to insufficient quantity sold data for cut flowers, index is based on consumer prices for indoor plants and flowers (bls.gov) through 1999.

2/ Obtained from average prices of all annual bedding and garden plant containers, 79 percent of which are pots in 2004.

3/ Includes only hardy/garden chrysanthemums through 1999. 4/ Includes azaleas, rhododendrons, roses, orchids, poinsettias, chrysanthemums, herbaceous perennials, and other live plants with or without soil attached to roots (HS 0602). 5/ Sum of all containers for annuals and perennials.

Sources: *Floriculture Crops*, NASS; U.S. Census Bureau.

Summary 3--Cut flowers: Sales values and average prices at wholesale, by flower type, 1996 to date 1/

Flower species	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
U.S. sales:										
Alstroemeria	---	---	---	---	5,939	5,137	4,674	3,978	3,710	3,673
Carnations, standard	13,345	11,739	9,891	7,201	6,430	3,870	3,416	2,374	1,752	1,734
Mums, pompon	15,145	16,341	16,828	15,181	17,214	16,831	19,351	18,196	20,030	19,830
Delphinium, larkspur	---	---	---	---	10,955	11,008	10,971	9,797	9,891	9,792
Gerbera daisy	---	---	---	---	20,886	22,317	25,343	28,164	31,280	30,967
Gladioli	33,260	34,861	33,138	25,535	28,339	24,284	26,853	28,325	25,957	25,697
Iris	---	---	---	---	20,395	19,549	18,344	20,367	21,708	21,491
Lilies, all	---	---	---	---	55,975	60,876	62,347	73,400	78,169	77,387
Lisianthus	---	---	---	---	6,891	8,505	6,551	6,491	6,045	5,985
Orchids, all	---	---	---	---	8,071	8,563	7,796	8,536	8,195	8,113
Roses, all	105,823	109,914	90,174	76,709	69,294	59,976	58,878	46,997	43,111	42,680
Snapdragons	---	---	---	---	19,166	16,980	17,041	15,639	15,001	14,851
Tulips	---	---	---	---	26,760	26,864	29,001	31,055	36,217	35,855
Other cut flowers	245,127	298,714	261,564	306,998	133,648	133,343	136,515	129,663	120,565	119,359
<i>Total cut flowers</i>	<i>412,700</i>	<i>471,569</i>	<i>411,595</i>	<i>431,624</i>	<i>429,963</i>	<i>418,103</i>	<i>427,081</i>	<i>422,982</i>	<i>421,631</i>	<i>417,415</i>
Cut cultivated greens	118,185	116,184	117,689	126,675	126,168	112,358	113,773	102,065	92,445	86,898
Sales per U.S. household:										
--- Dollars ---										
Alstroemeria	---	---	---	---	0.06	0.05	0.04	0.04	0.03	0.03
Carnations, standard	0.14	0.12	0.10	0.07	0.06	0.04	0.03	0.02	0.02	0.02
Mums, pompon	0.15	0.16	0.17	0.15	0.16	0.16	0.18	0.17	0.18	0.18
Delphinium, larkspur	---	---	---	---	0.10	0.10	0.10	0.09	0.09	0.09
Gerbera daisy	---	---	---	---	0.20	0.21	0.23	0.26	0.28	0.28
Gladioli	0.34	0.35	0.33	0.25	0.27	0.23	0.25	0.26	0.24	0.23
Iris	---	---	---	---	0.19	0.18	0.17	0.19	0.20	0.19
Lilies, all	---	---	---	---	0.53	0.57	0.58	0.67	0.71	0.70
Lisianthus	---	---	---	---	0.07	0.08	0.06	0.06	0.05	0.05
Orchids, all	---	---	---	---	0.08	0.08	0.07	0.08	0.07	0.07
Roses, all	1.07	1.10	0.89	0.74	0.66	0.56	0.55	0.43	0.39	0.38
Snapdragons	---	---	---	---	0.18	0.16	0.16	0.14	0.14	0.13
Tulips	---	---	---	---	0.25	0.25	0.27	0.28	0.33	0.32
Other cut flowers	2.48	2.99	2.59	2.97	1.27	1.25	1.27	1.19	1.10	1.07
<i>Total cut flowers</i>	<i>4.18</i>	<i>4.72</i>	<i>4.07</i>	<i>4.18</i>	<i>4.08</i>	<i>3.91</i>	<i>3.96</i>	<i>3.88</i>	<i>3.83</i>	<i>3.76</i>
Cut cultivated greens	1.20	1.16	1.16	1.23	1.20	1.05	1.05	0.94	0.84	0.78
Domestic price index:										
2000 = 100										
Alstroemeria	---	---	---	---	100.0	102.0	115.0	125.2	121.8	124.3
Carnations, standard	90.5	98.7	97.9	117.1	100.0	97.7	98.7	110.0	113.7	116.0
Mums, pompon	96.5	99.4	103.5	71.1	100.0	99.5	100.2	99.3	101.6	103.7
Delphinium, larkspur	---	---	---	---	100.0	96.8	93.4	95.8	102.0	104.1
Gerbera daisy	---	---	---	---	100.0	98.9	96.5	96.8	99.5	101.6
Gladioli	102.9	101.1	115.0	114.0	100.0	96.4	95.6	104.6	102.5	104.6
Iris	---	---	---	---	100.0	90.6	86.8	87.7	91.1	93.0
Lilies, all	---	---	---	---	100.0	96.9	89.0	94.4	97.6	99.6
Lisianthus	---	---	---	---	100.0	98.2	99.1	99.0	103.7	105.8
Orchids, all	---	---	---	---	100.0	107.5	101.9	101.3	101.7	103.8
Roses, all	80.5	75.9	76.3	78.3	100.0	100.4	100.5	102.1	106.8	109.0
Snapdragons	---	---	---	---	100.0	92.6	93.1	93.9	98.8	100.9
Tulips	---	---	---	---	100.0	102.1	92.1	96.6	103.9	106.0
<i>Total cut flowers: 3/</i>	<i>100.3</i>	<i>96.4</i>	<i>97.7</i>	<i>95.5</i>	<i>100.0</i>	<i>101.9</i>	<i>99.5</i>	<i>102.4</i>	<i>103.9</i>	<i>106.1</i>
Leatherleaf ferns	99.5	93.4	94.6	102.4	100.0	100.2	98.9	95.7	100.2	102.7

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000+ in annual floriculture sales; the growers are located in the 36 surveyed States.

2/ Prices are calculated as unit values (sales value divided by quantity sold). 3/ Price unit is in dollars per bunch.

3/ From 1993 to 1999, prices are based on the consumer price index for indoor plants and flowers (source: www.bls.gov).

Source: *Floriculture Crops*, NASS.

Summary 4--Cut flowers: U.S. import values and price indices, by flower type, 1996 to date

Flower species	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
U.S. import value: 1/										
Alstroemeria	---	---	---	26,750	19,356	23,647	30,153	37,261	47,425	49,480
Carnations, standard	90,075	79,504	74,559	70,713	56,983	44,815	38,773	36,627	34,702	32,518
Mums, pompon	68,966	66,732	73,023	67,441	61,765	50,629	41,580	55,013	58,890	53,135
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	---	---	---	---	---	---	---	---	---	---
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	---	13,022	12,091	11,977	13,529	13,613	15,076	23,246
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	5,014	4,434	3,824	3,770	4,628	4,279	4,373	4,512	5,813	4,280
Roses, all	178,923	206,595	217,517	201,126	212,728	205,688	190,710	216,645	250,188	273,724
Snapdragons	---	---	---	728	1,606	2,596	2,446	3,176	3,346	1,801
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	229,571	237,782	245,439	208,817	241,303	221,837	220,092	244,095	290,414	261,114
Total imports	557,674	579,212	598,903	574,967	594,790	551,179	529,492	601,149	699,816	699,297
Share of total supply, %	57.5	55.1	59.3	57.1	58.0	56.9	55.4	58.7	62.4	62.6
Import price index:										
2000 = 100										
Alstroemeria	---	---	---	118.5	100.0	125.7	143.9	134.1	133.4	105.9
Carnations, standard	101.6	98.1	107.9	111.0	100.0	93.4	91.9	88.5	89.9	104.6
Mums, pompon	94.6	104.1	109.3	117.4	100.0	86.4	78.6	112.0	115.4	105.1
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	---	---	---	---	---	---	---	---	---	---
Iris	---	---	---	---	---	---	---	---	---	---
Lilies, all	---	---	---	62.2	100.0	98.5	126.0	113.2	114.5	135.5
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	179.4	162.0	102.5	83.1	100.0	96.1	93.3	103.8	111.3	103.9
Roses, all	96.8	99.1	100.8	99.0	100.0	94.3	85.6	88.6	91.8	92.6
Snapdragons	---	---	---	---	100.0	118.3	124.6	180.8	199.1	143.2
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	103.8	102.3	112.9	77.3	100.0	95.4	90.9	109.8	125.6	112.3
Total cut flowers:	91.1	95.4	101.7	93.9	100.0	96.7	95.0	105.3	114.2	110.7
Composite price index: 2/										
2000 = 100										
Alstroemeria	---	---	---	---	100.0	121.9	140.4	133.4	132.7	106.7
Carnations, standard	100.6	98.2	107.1	111.3	100.0	93.6	92.2	89.1	90.4	104.9
Mums, pompon	94.7	104.0	109.1	115.9	100.0	86.7	79.3	111.6	114.9	105.1
Delphinium, larkspur	---	---	---	---	100.0	96.8	93.4	95.8	102.0	104.1
Gerbera daisy	---	---	---	---	100.0	98.9	96.5	96.8	99.5	101.6
Gladioli	102.9	101.1	115.0	114.0	100.0	96.4	95.6	104.6	102.5	104.6
Iris	---	---	---	---	100.0	90.6	86.8	87.7	91.1	93.0
Lilies, all	---	---	---	---	100.0	97.3	97.2	98.6	101.5	110.0
Lisianthus	---	---	---	---	100.0	98.2	99.1	99.0	103.7	105.8
Orchids, all	---	---	---	---	100.0	98.0	94.7	103.3	109.8	103.9
Roses, all	92.0	92.4	94.8	94.4	100.0	95.1	87.6	90.0	93.0	93.8
Snapdragons	---	---	---	---	100.0	94.8	95.5	100.4	106.8	103.5
Tulips	---	---	---	---	100.0	102.1	92.1	96.6	103.9	106.0
Total cut flowers: 3/	94.8	95.9	100.1	94.5	100.0	98.9	96.9	104.2	110.5	109.0

--- = Not available; p = preliminary; f = ERS forecast.

1/ Import projections are annualized extrapolations of year-to-date values.

2/ Weighted average of domestic and import prices, using sales and import quantities as weights. The composite price index for total cut flowers is not computed because domestic quantity sold data from through 1999 are not compatible with data starting in 2000.

3/ From 1993 to 1999, domestic prices are based on the consumer price index for indoor plants and flowers (source: www.bls.gov).

The weight used for domestic prices, grower sales value of cut flowers, are reduced by export value of cut flowers.

Sources: FATUS, ERS; *Floriculture Crops*, NASS.

Summary 5--Cut flowers: Sales value at wholesale, by flower type and U.S. regions, 1996 to date 1/

U.S. regions	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
Northeast:										
Alstroemeria	---	---	---	---	---	---	534	472	---	---
Carnations, standard	118	99	70	---	---	---	---	---	---	---
Mums, pompon	189	192	81	52	91	20	32	32	35	35
Delphinium, larkspur	---	---	---	---	---	---	---	56	63	62
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	1,443	1,460	1,591	1,812	1,650	1,315	1,199	1,397	1,183	1,171
Iris	---	---	---	---	38	24	14	17	13	13
Lilies, all	---	---	---	---	216	311	718	1,437	83	82
Lisianthus	---	---	---	---	33	65	99	---	---	---
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	7,421	6,740	1,925	2,163	2,631	2,296	1,720	2,044	848	840
Snapdragons	---	---	---	---	2,139	1,113	1,104	1,417	1,266	1,253
Tulips	---	---	---	---	29	41	9	---	---	---
Other cut flowers	17,012	16,447	14,796	15,300	5,995	6,407	7,142	6,507	6,879	6,810
<i>Total cut flowers</i>	<i>33,283</i>	<i>31,188</i>	<i>25,963</i>	<i>24,916</i>	<i>22,228</i>	<i>21,692</i>	<i>22,341</i>	<i>18,977</i>	<i>18,120</i>	<i>17,939</i>
Midwest:										
Alstroemeria	---	---	---	---	---	---	892	889	640	634
Carnations, standard	---	---	---	---	---	---	---	---	---	---
Mums, pompon	334	245	128	120	159	57	92	84	17	17
Delphinium, larkspur	---	---	---	---	---	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	166	167	217	215
Gladioli	5,542	6,898	---	---	---	6,247	286	304	3	3
Iris	---	---	---	---	187	40	105	30	57	56
Lilies, all	---	---	---	---	1,795	1,731	1,810	722	641	635
Lisianthus	---	---	---	---	---	---	26	18	12	12
Orchids, all	---	---	---	---	---	---	1	---	---	---
Roses, all	4,963	4,584	---	---	894	581	2,819	2,773	2,851	2,822
Snapdragons	---	---	---	---	781	544	180	359	520	515
Tulips	---	---	---	---	471	550	531	565	556	550
Other cut flowers	8,290	9,698	8,234	7,571	1,937	1,292	1,004	878	689	682
<i>Total cut flowers</i>	<i>31,096</i>	<i>33,480</i>	<i>27,306</i>	<i>18,128</i>	<i>19,730</i>	<i>19,248</i>	<i>16,736</i>	<i>17,692</i>	<i>13,729</i>	<i>13,592</i>
South:										
Alstroemeria	---	---	---	---	---	---	---	---	---	---
Carnations, standard	---	---	---	---	---	---	---	---	---	---
Mums, pompon	---	---	---	---	---	---	---	27	11	11
Delphinium, larkspur	---	---	---	---	1,068	---	---	---	---	---
Gerbera daisy	---	---	---	---	---	---	---	---	---	---
Gladioli	16,932	14,791	16,343	15,929	16,247	11,978	12,693	9,861	---	---
Iris	---	---	---	---	---	---	---	30	---	---
Lilies, all	---	---	---	---	---	1,676	---	1,715	---	---
Lisianthus	---	---	---	---	---	---	---	---	---	---
Orchids, all	---	---	---	---	---	---	---	---	---	---
Roses, all	1,741	---	---	---	---	---	---	---	---	---
Snapdragons	---	---	---	---	1,577	2,295	1,386	1,670	---	---
Tulips	---	---	---	---	---	---	---	---	---	---
Other cut flowers	12,755	18,801	12,515	13,491	8,509	7,517	6,787	7,290	7,726	7,649
<i>Total cut flowers</i>	<i>35,512</i>	<i>41,340</i>	<i>35,543</i>	<i>30,331</i>	<i>31,510</i>	<i>27,297</i>	<i>25,939</i>	<i>23,823</i>	<i>23,809</i>	<i>23,571</i>
Cut cultivated greens	97,706	94,600	91,399	100,832	100,607	87,836	88,242	81,072	76,495	75,730
West:										
Alstroemeria	---	---	---	---	3,931	3,183	2,398	2,033	2,034	2,014
Carnations, standard	13,072	11,447	9,669	6,952	6,240	3,618	3,205	2,201	1,560	1,544
Mums, pompon	13,699	15,075	15,380	13,526	16,509	16,025	18,351	17,463	18,551	18,365
Delphinium, larkspur	---	---	---	---	9,682	9,138	9,713	8,397	8,489	8,404
Gerbera daisy	---	---	---	---	19,934	21,093	24,185	26,984	29,473	29,178
Gladioli	---	---	---	3,952	4,265	4,307	5,659	---	---	---
Iris	---	---	---	---	16,008	15,436	14,256	16,769	18,492	18,307
Lilies, all	---	---	---	---	45,394	50,352	51,291	62,291	67,117	66,446
Lisianthus	---	---	---	---	6,257	7,814	6,003	5,932	5,437	5,383
Orchids, all	---	---	---	---	7,650	7,835	6,990	7,791	7,363	7,289
Roses, all	68,236	75,107	61,112	53,118	45,515	39,156	41,023	33,961	30,203	29,901
Snapdragons	---	---	---	---	13,776	11,018	11,190	10,958	10,500	10,395
Tulips	---	---	---	---	21,997	21,383	23,756	26,294	31,283	30,970
Other cut flowers	195,509	240,098	215,338	254,799	110,912	113,357	118,243	111,277	100,619	99,613
<i>Total cut flowers</i>	<i>312,809</i>	<i>365,561</i>	<i>322,783</i>	<i>341,454</i>	<i>342,852</i>	<i>337,958</i>	<i>349,662</i>	<i>352,880</i>	<i>352,465</i>	<i>348,940</i>
Cut cultivated greens	20,456	21,392	25,927	24,695	24,091	21,884	23,549	19,334	14,211	14,069

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000+ in annual floriculture sales; 36 surveyed States.

Source: *Floriculture Crops*, NASS.

Summary 6--Potted flowering and foliage plants: Sales and prices at wholesale, by plant type, U.S., 1996 to date 1/

Plant type	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
United States:										
African violets	23,029	22,584	22,672	24,455	18,909	20,034	20,816	18,540	16,308	16,634
Florist azaleas	43,843	42,186	39,635	43,185	61,719	63,333	48,603	39,048	41,130	41,953
Florist mums	84,726	82,632	73,408	70,923	81,869	75,225	85,128	69,641	75,018	76,518
Easter lilies	38,012	46,278	37,273	35,990	37,246	37,735	37,014	36,434	38,488	39,258
Orchids	46,993	69,856	64,885	79,398	89,018	102,049	111,735	121,908	127,608	130,160
Poinsettias	215,248	227,729	224,441	226,816	246,263	255,323	252,983	244,973	247,845	252,802
Florist roses	---	---	---	---	27,499	25,645	27,492	20,394	17,977	18,337
Spring bulbs	---	---	---	---	39,392	46,075	55,012	54,927	53,268	54,333
Other plants	201,865	198,451	241,357	244,030	197,684	199,331	205,157	197,597	197,494	201,444
All flower plants	684,340	722,869	736,837	758,838	799,599	824,750	843,940	803,462	815,136	831,439
Foliage plants	432,976	421,398	436,243	432,532	472,079	568,668	538,837	566,984	558,311	569,477
Foliage baskets	75,971	78,566	66,258	79,467	88,113	81,922	83,723	82,697	80,668	82,281
Sales per U.S. household:										
--- Dollars ---										
African violets	0.23	0.23	0.22	0.24	0.18	0.19	0.19	0.17	0.15	0.15
Florist azaleas	0.44	0.42	0.39	0.42	0.59	0.59	0.45	0.36	0.37	0.38
Florist mums	0.86	0.83	0.73	0.69	0.78	0.70	0.79	0.64	0.68	0.69
Easter lilies	0.39	0.46	0.37	0.35	0.35	0.35	0.34	0.33	0.35	0.35
Orchids	0.48	0.70	0.64	0.77	0.84	0.95	1.04	1.12	1.16	1.17
Poinsettias	2.18	2.28	2.22	2.20	2.33	2.39	2.34	2.25	2.25	2.27
Florist roses	---	---	---	---	0.26	0.24	0.25	0.19	0.16	0.16
Spring bulbs	---	---	---	---	0.37	0.43	0.51	0.50	0.48	0.49
Other plants	2.05	1.99	2.39	2.36	1.87	1.87	1.90	1.81	1.79	1.81
All flower plants	6.93	7.24	7.29	7.35	7.58	7.72	7.82	7.37	7.41	7.48
Foliage plants	4.39	4.22	4.32	4.19	4.48	5.32	4.99	5.20	5.07	5.12
Foliage baskets	0.77	0.79	0.66	0.77	0.84	0.77	0.78	0.76	0.73	0.74
Domestic price index:										
--- 2000 = 100 ---										
African violets	94.7	97.0	100.3	100.8	100.0	107.3	111.2	106.3	105.9	106.4
Florist azaleas	89.6	78.8	96.4	105.1	100.0	109.6	109.6	109.6	103.5	104.0
Florist mums	102.2	105.7	102.0	101.9	100.0	103.6	95.0	90.4	87.7	88.2
Easter lilies	97.4	92.0	97.0	97.0	100.0	98.0	99.9	101.4	101.3	101.8
Orchids	59.6	79.4	82.1	82.3	100.0	91.1	91.7	88.0	80.6	81.0
Poinsettias	97.2	98.3	97.7	99.1	100.0	102.8	102.5	107.3	109.6	110.1
Florist roses	---	---	---	---	100.0	105.0	127.1	110.4	109.9	110.4
Spring bulbs	---	---	---	---	100.0	99.3	106.4	109.2	109.9	110.4
Other plants	77.2	81.5	90.6	88.0	100.0	104.5	105.6	101.8	100.8	101.3
All flower plants	84.9	89.9	92.5	92.9	100.0	104.0	104.2	104.8	104.8	105.3
Foliage baskets	91.7	93.2	98.7	91.7	100.0	91.6	99.8	101.2	105.0	105.5

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States. The sum of plant sales may not equal the total reported sales for all plants due to undisclosed State sales, which are aggregated in "Undisclosed".

2/ Domestic prices of potted foliage plants cannot be estimated because quantity sold data are not available.

Source: *Floriculture Crops*, NASS.

Summary 7--Potted flowering and foliage plants: Sales at wholesale, by plant type and U.S. regions, 1996 to date 1/

Plant type	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
Northeast:										
African violets	639	1,772	1,781	2,121	2,339	2,084	1,850	1,904	1,532	1,563
Florist azaleas	5,729	9,939	6,129	6,678	7,242	8,527	2,348	853	787	803
Florist mums	5,630	5,715	6,268	4,518	5,371	7,366	10,613	9,451	13,324	13,590
Easter lilies	9,113	16,487	9,080	9,149	8,276	9,100	9,393	9,521	10,322	10,528
Orchids	297	254	2,733	1,718	1,513	3,638	6,210	2,182	4,101	4,183
Poinsettias	37,015	39,217	36,765	41,009	46,150	47,368	46,610	46,135	51,199	52,223
Florist roses	---	---	---	---	818	685	795	58	368	375
Spring bulbs	---	---	---	---	16,284	17,785	18,356	18,591	18,478	18,848
Other plants	27,383	27,859	46,708	43,844	31,707	31,727	36,196	35,198	36,596	37,328
All plants	96,079	110,445	116,276	117,302	123,877	133,127	146,232	136,528	146,561	149,492
Foliage plants	8,040	12,734	12,537	10,706	10,398	8,851	13,841	12,932	13,540	13,811
Foliage baskets	7,803	4,827	4,438	6,032	4,207	4,782	4,811	3,889	2,949	3,008
Midwest:										
African violets	1,179	920	668	2,790	2,776	1,385	1,596	1,307	371	378
Florist azaleas	6,872	8,711	8,773	8,253	8,717	7,650	6,561	6,102	5,250	5,355
Florist mums	15,590	15,999	13,564	12,090	12,780	14,101	10,772	9,408	7,426	7,575
Easter lilies	14,024	14,052	14,070	7,874	13,329	12,877	12,163	11,538	11,752	11,987
Orchids	---	8,323	2,317	2,609	3,191	5,151	2,556	2,260	2,453	2,502
Poinsettias	58,989	61,146	57,571	61,763	62,235	61,206	59,074	58,969	57,172	58,315
Florist roses	---	---	---	---	1,808	643	958	951	601	613
Spring bulbs	---	---	---	---	8,057	7,345	10,434	10,113	9,752	9,947
Other plants	19,505	23,351	22,570	24,210	22,179	19,769	19,595	19,223	20,823	21,239
All plants	136,594	146,452	133,795	136,261	143,174	139,117	132,858	130,402	125,904	128,422
Foliage plants	10,949	11,513	9,575	10,954	12,179	11,812	9,085	11,470	14,387	14,675
Foliage baskets	7,896	9,507	6,548	8,353	9,185	8,660	8,861	8,371	10,317	10,523
South:										
African violets	2,398	1,831	1,712	2,445	1,598	1,479	1,761	1,023	833	850
Florist azaleas	4,387	3,130	2,571	5,977	9,398	9,773	8,828	6,105	2,874	2,931
Florist mums	21,833	26,359	22,948	25,121	24,873	16,265	23,683	24,388	23,063	23,524
Easter lilies	8,427	8,329	7,253	7,481	7,357	6,686	6,210	5,978	5,769	5,884
Orchids	15,774	20,234	19,177	31,033	26,962	29,572	37,119	44,040	47,998	48,958
Poinsettias	68,934	76,768	79,816	72,905	80,212	81,881	85,264	83,356	84,434	86,123
Florist roses	---	---	---	---	8,107	8,675	1,105	1,757	1,394	1,422
Spring bulbs	---	---	---	---	4,622	5,998	7,397	6,180	6,349	6,476
Other plants	55,947	62,094	83,829	87,280	75,994	61,915	55,944	52,330	55,234	56,339
All plants	240,560	243,229	250,135	267,247	264,413	245,402	265,851	256,137	258,994	264,174
Foliage plants	328,070	304,156	307,996	302,758	343,066	429,638	398,567	425,152	417,859	426,216
Foliage baskets	40,990	46,008	47,320	49,002	44,942	49,168	51,313	52,458	49,256	50,241
West:										
African violets	1,928	2,541	2,066	2,180	1,479	2,873	2,951	2,091	2,215	2,259
Florist azaleas	16,242	14,628	17,670	20,251	35,300	34,268	19,522	18,269	19,615	20,007
Florist mums	24,583	22,025	20,310	9,253	18,578	20,245	19,664	6,906	13,055	13,316
Easter lilies	5,964	7,203	6,192	4,627	6,941	7,620	7,042	6,091	6,861	6,998
Orchids	25,571	32,334	34,848	37,092	48,991	58,480	60,958	65,986	66,730	68,065
Poinsettias	46,341	50,598	50,289	44,453	57,666	64,868	62,035	56,513	55,040	56,141
Florist roses	---	---	---	---	49	24	76	10,251	9,253	9,438
Spring bulbs	---	---	---	---	7,210	11,101	9,950	9,271	8,513	8,683
Other plants	71,869	71,769	82,856	81,529	57,084	75,819	80,751	78,860	77,967	79,526
All plants	211,107	222,743	236,631	233,844	268,135	307,104	298,999	280,395	283,677	289,351
Foliage plants	76,749	89,371	104,454	106,212	103,864	109,496	105,501	109,124	104,859	106,956
Foliage baskets	16,226	18,224	7,762	14,262	25,837	18,481	17,816	16,883	16,683	17,017

--- = Not available; p = preliminary; f = forecast.

1/ Includes growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States. The sum of individual plant sales may not equal the total reported sales due to undisclosed State sales.

Source: *Floriculture Crops*, NASS.

Summary 8--Potted flowering plants: Unit prices at wholesale, by flower variety, U.S. and regions, 1996 to date 1/

Plant type	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- Dollars per pot ---										
United States:										
African violets	1.10	1.13	1.16	1.17	1.16	1.24	1.29	1.23	1.23	1.23
Florist azaleas	3.71	3.26	3.99	4.35	4.14	4.54	4.54	4.53	4.28	4.30
Florist mums	2.95	3.05	2.94	2.94	2.89	2.99	2.74	2.61	2.53	2.54
Easter lilies	3.97	3.75	3.95	3.95	4.07	3.99	4.07	4.13	4.12	4.15
Orchids	5.47	7.29	7.54	7.56	9.18	8.36	8.42	8.08	7.41	7.44
Poinsettias	3.61	3.65	3.63	3.68	3.71	3.81	3.80	3.98	4.07	4.09
Florist roses	---	---	---	---	2.36	2.48	3.01	2.61	2.60	2.61
Spring bulbs	---	---	---	---	2.59	2.58	2.76	2.83	2.85	2.87
Other plants	2.20	2.32	2.58	2.51	2.85	2.98	3.01	2.90	2.87	2.89
<i>All plants</i>	2.82	2.98	3.07	3.08	3.32	3.45	3.46	3.48	3.48	3.50
Foliage baskets	3.85	3.92	4.14	3.85	4.20	3.85	4.19	4.25	4.41	4.43
Northeast:										
African violets	1.21	1.06	0.99	1.02	1.04	1.08	1.08	1.07	1.28	1.29
Florist azaleas	2.63	2.32	3.03	3.20	3.39	4.25	4.57	5.05	5.04	5.07
Florist mums	2.62	2.64	2.89	2.46	2.23	2.39	2.58	2.93	2.87	2.88
Easter lilies	3.55	3.21	3.53	3.55	5.84	3.62	3.58	3.80	3.72	3.74
Orchids	16.50	16.93	---	11.01	10.81	19.88	27.24	21.82	18.15	18.24
Poinsettias	3.29	3.25	3.39	3.46	3.47	3.50	3.47	4.09	3.91	3.93
Florist roses	---	---	---	---	2.40	2.38	3.08	2.23	3.64	3.66
Spring bulbs	---	---	---	---	2.60	2.27	2.31	2.54	2.74	2.75
Other plants	2.40	2.30	2.30	2.35	2.41	2.51	2.48	2.70	2.77	2.78
<i>All plants</i>	3.11	2.89	2.83	2.91	2.99	3.02	3.22	3.46	3.48	3.49
Foliage baskets	4.17	4.13	4.71	4.62	4.42	4.20	4.35	4.54	5.12	5.15
Midwest:										
African violets	0.99	1.31	1.48	0.87	0.91	1.11	1.34	1.32	1.55	1.55
Florist azaleas	6.81	6.56	6.90	7.19	7.12	7.15	7.24	7.30	7.89	7.93
Florist mums	3.60	3.67	3.72	3.53	3.66	3.41	3.41	3.24	3.34	3.36
Easter lilies	4.10	4.11	4.07	4.51	4.12	4.04	4.03	4.10	4.19	4.21
Orchids	---	12.50	8.65	12.02	13.58	14.47	10.69	10.41	10.57	10.63
Poinsettias	3.94	3.93	3.80	3.93	3.88	3.95	4.07	4.05	4.29	4.32
Florist roses	---	---	---	---	2.54	3.78	5.38	6.14	4.29	4.31
Spring bulbs	---	---	---	---	2.97	3.00	3.29	3.05	3.03	3.04
Other plants	2.92	2.70	2.74	2.65	2.87	2.63	3.07	2.88	3.07	3.09
<i>All plants</i>	4.11	4.02	3.93	3.75	3.73	3.91	4.06	4.02	4.25	4.27
Foliage baskets	4.25	4.49	4.85	5.22	5.62	5.20	5.30	5.22	4.84	4.87
South:										
African violets	1.05	1.39	1.32	1.37	1.29	1.27	1.41	1.35	1.33	1.34
Florist azaleas	7.50	7.67	7.74	6.55	7.92	6.08	5.15	4.57	7.98	8.02
Florist mums	3.00	3.15	3.16	3.22	3.37	3.19	2.41	2.26	2.33	2.35
Easter lilies	4.27	4.24	4.16	4.53	5.43	4.27	4.77	4.64	4.76	4.78
Orchids	3.69	5.58	6.47	6.54	9.66	8.76	8.07	7.48	7.32	7.35
Poinsettias	3.41	3.51	3.41	3.46	3.47	3.66	3.67	3.74	3.87	3.89
Florist roses	---	---	---	---	---	3.60	3.89	2.72	3.06	3.07
Spring bulbs	---	---	---	---	2.74	2.74	2.96	2.68	2.48	2.50
Other plants	2.59	2.76	2.49	2.70	3.28	3.19	2.95	2.97	2.73	2.74
<i>All plants</i>	3.89	3.85	3.44	3.67	4.25	4.15	4.18	4.07	4.07	4.09
Foliage baskets	3.89	4.02	4.26	3.84	4.06	3.83	4.35	4.40	4.62	4.64
West:										
African violets	1.09	1.28	1.03	1.02	1.39	1.71	1.75	1.37	1.40	1.40
Florist azaleas	3.23	3.08	3.32	3.79	3.51	3.99	3.93	4.49	4.34	4.36
Florist mums	2.53	2.67	2.48	2.31	2.44	2.80	2.87	2.48	1.94	1.95
Easter lilies	3.94	4.04	4.11	3.85	4.34	4.11	4.29	4.22	4.06	4.08
Orchids	6.62	7.59	8.04	7.68	8.32	7.46	7.91	8.08	7.00	7.04
Poinsettias	3.86	3.90	4.01	3.95	4.14	4.17	4.04	4.22	4.32	4.34
Florist roses	---	---	---	---	4.08	4.00	5.85	2.62	2.73	2.75
Spring bulbs	---	---	---	---	2.09	2.71	2.53	2.61	2.60	2.62
Other plants	1.80	1.91	2.76	2.32	2.99	3.11	3.26	3.07	2.98	2.99
<i>All plants</i>	2.73	2.90	3.40	3.35	4.28	4.31	4.47	4.34	4.07	4.09
Foliage baskets	3.43	3.42	3.05	3.20	4.07	3.38	3.41	3.43	3.66	3.67

--- = Not available or released; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States. Prices by region may be biased due to undisclosed quantity sold data in major States.

Source: *Floriculture Crops*, NASS.

Summary 9--Bedding and garden plants: Sales value at wholesale, by plant type and container, 1996 to date 1/

Plant variety	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
Herbaceous perennials	69,078	78,316	93,787	103,564	433,993	495,732	612,088	634,872	687,050	717,967
Hardy / garden mums	69,078	78,316	93,787	103,564	106,385	102,907	114,524	120,927	133,641	139,655
Hosta	---	---	---	---	35,874	39,755	41,771	44,498	47,493	49,630
Other herb. perennials	---	---	---	---	291,734	353,070	455,793	469,447	505,916	528,682
Annuals, in flats	730,815	887,306	802,914	902,870	873,175	865,218	896,667	854,449	821,920	850,687
Begonia	---	---	---	---	52,004	64,193	60,817	56,633	52,650	54,493
Geraniums, cuttings	---	---	---	---	14,906	10,849	12,242	9,239	11,255	11,649
Geraniums, seed	42,598	37,281	28,189	31,325	8,035	7,868	8,623	7,725	8,014	8,294
New Guinea impatiens	7,873	8,487	6,277	12,403	6,381	6,547	7,872	6,160	4,474	4,631
Impatiens	109,475	126,394	112,105	114,939	118,381	116,331	120,133	104,689	98,476	101,923
Marigold	---	---	---	---	42,169	53,600	53,616	52,298	50,965	52,749
Pansy / viola	---	---	---	---	83,521	103,151	121,452	118,358	109,396	113,225
Petunias	76,359	87,014	85,189	86,848	95,488	92,669	98,595	95,161	92,083	95,306
Other flowering/foliar type	414,932	529,375	478,431	560,067	383,686	339,064	342,326	338,557	331,783	343,395
Vegetable type	79,578	98,755	92,723	97,288	68,604	70,946	70,991	65,629	62,824	65,023
Annuals, in pots	451,745	583,835	768,388	716,774	582,392	595,198	653,673	684,643	746,259	772,378
Begonia	---	---	---	---	15,427	22,260	23,142	22,946	26,175	27,091
Geraniums, cuttings	92,457	97,123	110,425	110,291	110,223	112,417	111,819	119,921	126,022	130,433
Geraniums, seed	38,841	42,675	37,889	37,837	41,756	37,879	36,273	31,697	35,508	36,751
New Guinea impatiens	21,364	26,222	29,789	33,802	39,223	38,601	42,073	43,790	44,811	46,379
Impatiens	16,828	18,102	20,078	22,837	24,473	26,736	24,382	26,989	29,734	30,775
Marigold	---	---	---	---	5,368	6,351	7,895	7,189	9,599	9,935
Pansy / viola	---	---	---	---	20,882	22,648	31,053	33,026	37,553	38,867
Petunias	9,797	9,321	12,042	14,072	17,580	24,389	28,035	31,190	35,200	36,432
Other flowering/foliar type	250,656	363,277	520,239	466,422	277,692	272,608	301,859	316,867	343,953	355,991
Vegetable type	21,802	27,115	37,926	31,513	29,768	31,309	47,142	51,028	57,704	59,724
Annuals, in hanging pots	176,495	197,502	207,521	219,931	205,860	220,354	238,521	249,762	277,316	287,022
Begonia	---	---	---	---	15,733	19,062	14,919	17,229	18,301	18,942
Geraniums, cuttings	---	---	---	---	29,024	28,200	30,997	33,848	37,161	38,462
Geraniums, seed	30,142	32,333	31,058	32,502	3,991	3,869	3,666	4,201	4,291	4,441
New Guinea impatiens	26,604	29,198	28,668	31,196	29,615	29,572	32,584	29,247	32,193	33,320
Impatiens	20,891	21,912	20,536	21,559	20,859	18,492	20,972	19,267	19,865	20,560
Marigold	---	---	---	---	455	345	290	137	327	338
Pansy / viola	---	---	---	---	1,932	2,784	3,651	4,383	4,304	4,455
Petunias	8,984	10,876	11,822	15,774	15,595	18,269	20,950	23,325	27,346	28,303
Other flowering/foliar type	89,874	103,183	115,437	118,900	88,656	99,761	110,492	118,125	133,528	138,201
Total annuals	1,359,055	1,668,643	1,778,823	1,839,575	1,661,427	1,680,770	1,788,861	1,788,854	1,845,495	1,910,087
Begonia	---	---	---	---	83,164	105,515	98,878	96,808	97,126	100,525
Geraniums, cuttings	92,457	97,123	110,425	110,291	154,153	151,466	155,058	163,008	174,438	180,543
Geraniums, seed	111,581	112,289	97,136	101,664	53,782	49,616	48,562	43,623	47,813	49,486
New Guinea impatiens	55,841	63,907	64,734	77,401	75,219	74,720	82,529	79,197	81,478	84,330
Impatiens	147,194	166,408	152,719	159,335	163,713	161,559	165,487	150,945	148,075	153,258
Marigold	---	---	---	---	47,992	60,296	61,801	59,624	60,891	63,022
Pansy / viola	---	---	---	---	106,335	128,583	156,156	155,767	151,253	156,547
Petunias	95,140	107,211	109,053	116,694	128,663	135,327	147,580	149,676	154,629	160,041
Other flowering/foliar type	755,462	995,835	1,114,107	1,145,389	750,034	711,433	754,677	773,549	809,264	837,588
Vegetable type	101,380	125,870	130,649	128,801	98,372	102,255	118,133	116,657	120,528	124,746
Total bedding plants	1,428,133	1,746,959	1,872,610	1,943,139	2,095,420	2,176,502	2,400,949	2,423,726	2,532,545	2,628,055
Sales per household (\$)	14.47	17.49	18.53	18.82	19.87	20.37	22.25	22.24	23.02	23.65
Propagative materials	---	---	---	---	242,638	313,922	345,871	367,971	386,310	397,899
Sales growth:	-- Percent --									
Herbaceous perennials	6.3	13.4	19.8	10.4	319.1	14.2	23.5	3.7	8.2	4.5
Annuals, in flats	4.5	21.4	-9.5	12.4	-3.3	-0.9	3.6	-4.7	-3.8	3.5
Annuals, in pots	5.4	29.2	31.6	-6.7	-18.7	2.2	9.8	4.7	9.0	3.5
Annuals, in hanging pots	7.5	11.9	5.1	6.0	-6.4	7.0	8.2	4.7	11.0	3.5
Total annuals	5.2	22.8	6.6	3.4	-9.7	1.2	6.4	0.0	3.2	3.5
Total bedding / garden	5.2	22.3	7.2	3.8	7.8	3.9	10.3	0.9	4.5	3.8

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: *Floriculture Crops*, NASS.

Summary 10--Bedding and garden plants: Sales value at wholesale, by plant type and region, 1996 to date 1/

Plant variety	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
--- 1,000 dollars ---										
Northeast:										
Herbaceous perennials	18,733	19,632	22,450	26,849	94,092	102,240	116,501	114,473	121,038	126,485
Annuals:	197,469	283,444	292,318	318,002	259,983	249,124	259,731	266,790	280,008	289,808
Begonia	---	---	---	---	12,478	14,946	18,482	15,772	13,481	13,953
Geraniums, cuttings	20,973	22,611	23,775	24,853	34,738	32,100	31,800	32,802	36,035	37,296
Geraniums, from seed	17,726	18,988	17,089	19,281	8,913	7,225	8,728	7,093	6,776	7,013
Impatiens, New Guinea	13,529	16,417	15,748	22,605	19,670	18,579	20,385	20,317	21,505	22,258
Impatiens	34,940	36,876	30,718	31,736	29,662	31,214	33,119	29,460	29,250	30,274
Marigold	---	---	---	---	7,834	8,963	10,598	10,984	8,836	9,145
Pansy / Viola	---	---	---	---	11,015	12,021	13,682	12,905	13,345	13,812
Petunias	10,238	14,088	14,338	16,791	15,588	17,275	19,005	22,376	22,271	23,050
Other flowering type	83,993	153,380	172,237	186,166	101,304	87,268	85,242	96,321	108,947	112,760
Vegetable type	16,070	21,084	18,413	16,570	45,544	70,700	71,662	55,674	69,778	72,220
Total bedding / garden	235,419	305,160	318,553	347,339	354,075	351,364	376,232	381,263	401,046	415,083
Propagative materials	---	---	---	---	29,330	51,783	53,345	37,718	50,510	52,025
Midwest:										
Herbaceous perennials	18,010	21,799	24,159	25,073	125,162	141,245	175,890	172,747	194,797	203,563
Annuals:	366,718	463,777	486,106	491,446	445,361	462,021	464,239	491,013	497,348	514,755
Begonia	---	---	---	---	25,057	29,332	25,862	25,072	25,903	26,810
Geraniums, cuttings	29,341	35,199	39,152	37,622	50,937	49,855	51,502	55,009	58,031	60,062
Geraniums, from seed	39,444	51,781	45,497	48,238	28,648	26,972	25,449	22,410	23,917	24,754
Impatiens, New Guinea	18,322	22,387	22,395	24,859	25,317	25,424	27,835	26,952	26,871	27,811
Impatiens	44,481	49,156	50,899	50,821	48,293	48,285	52,108	49,895	48,509	50,207
Marigold	---	---	---	---	11,823	13,354	14,462	14,790	15,521	16,064
Pansy / Viola	---	---	---	---	10,536	13,253	18,295	19,711	18,482	19,129
Petunias	26,317	31,311	32,132	34,043	35,461	38,503	44,027	48,318	50,916	52,698
Other flowering type	189,686	248,864	272,243	274,010	182,149	184,228	180,452	204,622	202,956	210,059
Vegetable type	19,127	25,079	23,788	21,853	54,012	65,160	86,709	99,472	107,354	111,111
Total bedding / garden	393,017	485,576	510,313	516,519	570,523	603,266	640,129	663,760	692,145	716,370
Propagative materials	---	---	---	---	32,802	44,929	63,722	77,435	85,146	87,700
South:										
Herbaceous perennials	16,993	28,833	36,405	44,829	152,127	173,275	221,880	230,689	237,670	248,365
Annuals:	335,637	483,518	514,175	555,015	533,293	554,318	630,784	605,472	635,030	657,256
Begonia	---	---	---	---	27,021	39,758	43,131	46,122	48,607	50,308
Geraniums, cuttings	21,580	22,708	26,694	26,413	33,646	39,078	38,135	38,729	42,281	43,761
Geraniums, from seed	18,527	21,594	18,741	17,621	6,592	5,185	6,698	5,650	6,273	6,493
Impatiens, New Guinea	13,241	17,716	15,371	22,070	22,159	21,688	24,357	23,648	25,676	26,575
Impatiens	42,623	53,581	46,792	50,136	52,954	49,037	47,933	43,684	43,568	45,093
Marigold	---	---	---	---	11,164	15,173	15,052	14,502	16,146	16,711
Pansy / Viola	---	---	---	---	48,489	69,333	84,127	85,971	82,391	85,275
Petunias	25,718	30,678	30,986	33,550	37,385	38,802	41,279	40,474	39,374	40,752
Other flowering type	192,393	313,645	351,344	377,813	249,409	241,135	280,478	255,172	278,861	288,621
Vegetable type	21,555	23,596	24,247	27,412	89,957	115,533	131,134	142,373	137,705	142,525
Total bedding / garden	481,095	551,974	590,204	637,899	685,420	727,593	852,664	836,161	872,700	903,245
Propagative materials	---	---	---	---	67,809	94,131	99,554	102,561	99,138	102,112
West:										
Herbaceous perennials	7,703	7,904	9,739	6,608	62,612	78,972	97,817	115,314	132,350	138,306
Annuals:	290,400	393,900	442,815	423,855	422,790	415,307	434,107	425,579	433,109	448,268
Begonia	---	---	---	---	12,750	10,137	10,551	9,525	8,664	8,967
Geraniums, cuttings	14,558	16,240	20,472	20,925	31,304	27,277	32,842	36,012	37,519	38,832
Geraniums, from seed	17,982	15,649	13,771	14,622	2,581	3,947	3,824	2,937	3,949	4,087
Impatiens, New Guinea	6,631	6,392	8,093	6,758	7,186	8,344	8,785	7,084	6,794	7,032
Impatiens	20,660	26,609	23,148	24,457	32,250	32,847	31,062	27,728	26,596	27,527
Marigold	---	---	---	---	16,121	20,801	19,545	18,443	19,537	20,221
Pansy / Viola	---	---	---	---	25,694	31,622	37,368	34,406	35,544	36,788
Petunias	28,178	30,900	30,966	31,711	39,587	40,404	40,683	36,727	40,099	41,502
Other flowering type	177,329	271,979	318,283	296,433	215,599	192,003	207,975	217,434	215,758	223,310
Vegetable type	25,062	26,131	28,082	28,949	99,667	109,791	117,744	131,929	130,447	135,013
Total bedding / garden	318,602	404,249	453,540	441,382	485,402	494,279	531,924	540,893	565,459	585,250
Propagative materials	---	---	---	---	70,262	76,623	86,441	100,794	98,272	101,220

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in 36 surveyed States. The sum of sales of annuals and perennials may not equal total bedding and garden sales in a region due to undisclosed data aggregated in "Other States".

Source: *Floriculture Crops*, NASS.

Summary 11--Bedding and garden plants: Unit prices at wholesale, by plant type and container, U.S., 1996 to date 1/

Plant type / container	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
-- Dollars --										
Herbaceous perennials	1.52	1.61	1.63	1.69	2.12	2.14	2.25	2.35	2.40	2.44
Hardy/garden mums	1.52	1.61	1.63	1.69	1.60	1.70	1.82	1.85	1.95	1.98
Hosta	---	---	---	---	3.28	3.49	3.45	3.39	3.42	3.47
Other herb. perennials	---	---	---	---	2.30	2.22	2.31	2.45	2.49	2.52
Annuals, in flats	7.30	7.50	7.48	7.90	8.00	7.97	8.41	8.32	8.41	8.45
Begonia	---	---	---	---	7.83	7.76	7.69	7.63	7.84	7.88
Geraniums, cuttings	---	---	---	---	9.47	10.82	10.87	10.11	10.24	10.29
Geraniums, seed	9.55	9.46	8.97	9.77	9.33	10.27	10.30	10.31	10.35	10.40
New Guinea impatiens	8.98	9.86	10.66	9.24	9.71	11.12	9.93	9.81	10.60	10.65
Impatiens	6.96	6.97	6.71	7.04	7.70	7.81	8.20	7.80	7.86	7.90
Marigold	---	---	---	---	7.75	8.09	8.50	8.19	8.30	8.34
Pansy / viola	---	---	---	---	8.23	7.87	8.55	8.35	8.39	8.43
Petunias	7.10	7.36	7.23	7.46	7.90	8.03	8.47	8.22	8.38	8.42
Other flowering / foliar type	7.20	7.46	7.58	8.02	8.04	7.84	8.35	8.49	8.61	8.65
Vegetable type	7.46	7.82	7.70	8.12	7.97	8.37	8.74	8.64	8.42	8.46
Annuals, in pots	1.15	1.35	1.40	1.34	1.24	1.27	1.29	1.35	1.38	1.39
Begonia	---	---	---	---	1.04	1.23	1.13	1.22	1.13	1.13
Geraniums, cuttings	1.65	1.74	1.69	1.77	1.77	1.87	1.88	1.98	2.07	2.08
Geraniums, seed	0.87	0.89	0.85	0.85	0.87	0.86	0.87	0.90	0.92	0.93
New Guinea impatiens	1.50	1.60	1.57	1.61	1.65	1.67	1.63	1.74	1.75	1.76
Impatiens	0.74	0.75	0.80	0.77	0.82	0.86	0.86	0.86	0.91	0.92
Marigold	---	---	---	---	0.88	0.89	0.85	0.81	0.89	0.90
Pansy / viola	---	---	---	---	0.87	0.95	0.94	0.94	0.99	1.00
Petunias	0.79	0.84	0.91	0.96	1.03	1.22	1.19	1.27	1.28	1.29
Other flowering / foliar type	1.15	1.46	1.51	1.41	1.31	1.29	1.34	1.45	1.47	1.47
Vegetable type	0.91	0.91	1.02	0.98	1.00	1.06	1.18	1.05	1.19	1.20
Annuals, in hanging pots	5.85	5.78	5.93	6.08	5.98	6.16	6.17	6.30	6.26	6.29
Begonia	---	---	---	---	5.51	5.72	5.88	5.14	5.26	5.29
Geraniums, cuttings	---	---	---	---	7.00	6.84	7.00	6.91	6.88	6.91
Geraniums, seed	6.43	6.38	6.56	6.55	5.83	5.98	6.47	6.11	6.12	6.15
New Guinea impatiens	6.32	6.25	6.34	6.35	6.39	6.34	6.34	6.44	6.44	6.47
Impatiens	5.22	5.05	4.96	5.04	5.15	5.42	5.12	5.30	5.39	5.42
Marigold	---	---	---	---	7.71	6.90	7.07	5.96	6.41	6.44
Pansy / viola	---	---	---	---	6.38	5.97	6.09	5.87	5.90	5.93
Petunias	5.40	5.40	5.37	5.59	5.30	5.89	5.89	5.93	5.93	5.96
Other flowering / foliar type	5.76	5.70	5.95	6.19	6.01	6.24	6.25	6.62	6.48	6.51

Quantity sold	-- 1,000 units --									
Herbaceous perennials	45,589	48,753	57,470	61,361	204,350	231,188	272,111	269,823	285,887	294,464
Annuals	521,491	586,512	691,034	684,865	612,108	612,366	652,273	650,129	681,540	701,986
-- in flats	100,142	118,348	107,397	114,331	109,119	108,514	106,558	102,755	97,715	100,646
-- in pots	391,185	433,979	548,634	534,355	468,552	468,075	507,067	507,717	539,553	555,740
-- in hanging pots	30,164	34,185	35,003	36,179	34,437	35,777	38,648	39,657	44,272	45,600
Total bedding and garden	567,080	635,265	748,504	746,226	816,458	843,554	924,384	919,952	967,427	996,450

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in the 36 surveyed States.

Source: *Floriculture Crops*, NASS.

Summary 12--Bedding and garden plants: Unit prices at wholesale, by plant type and region, 1996 to date 1/

Plant variety	1996	1997	1998	1999	2000	2001	2002	2003	2004p	2005f
-- Dollars --										
Northeast:										
Herbaceous perennials	1.79	1.78	2.03	1.82	2.51	2.40	2.63	2.83	2.88	2.92
Annuals:	3.12	2.94	2.74	3.05	3.20	3.22	3.18	3.22	3.20	3.21
Begonia	---	---	---	---	4.16	4.47	4.57	4.32	4.15	4.17
Geraniums, cuttings	1.40	1.55	1.63	1.66	2.22	2.10	2.17	2.25	2.36	2.37
Geraniums, from seed	2.29	1.81	1.64	1.71	0.92	0.92	0.93	0.99	1.03	1.04
Impatiens, New Guinea	2.76	2.76	2.31	2.86	2.60	2.77	2.67	2.69	2.73	2.74
Impatiens	5.41	5.15	4.32	4.68	5.16	5.38	5.56	5.02	5.24	5.26
Marigold	---	---	---	---	5.58	5.21	5.58	5.26	5.30	5.33
Pansy / Viola	---	---	---	---	4.28	4.72	4.15	3.78	3.87	3.89
Petunias	5.30	5.25	4.26	4.47	4.29	4.62	4.75	4.53	4.21	4.23
Other flowering type	3.72	3.15	3.00	3.48	3.77	3.88	3.69	3.79	3.60	3.62
Vegetable type	3.39	3.20	2.64	2.77	8.80	8.95	9.30	6.88	8.33	8.37
<i>Total bedding / garden</i>	3.19	2.84	2.71	2.92	2.98	2.93	2.99	3.09	3.09	3.11
Midwest:										
Herbaceous perennials	1.70	1.76	1.75	1.81	2.15	2.18	2.11	2.33	2.52	2.56
Annuals:	3.06	2.97	2.99	2.98	3.03	3.23	3.15	3.23	3.13	3.14
Begonia	---	---	---	---	4.39	5.47	4.52	4.52	4.62	4.64
Geraniums, cuttings	1.63	1.85	1.68	1.74	2.42	2.49	2.47	2.72	2.85	2.86
Geraniums, from seed	1.66	1.55	1.57	1.66	0.99	1.02	0.99	1.02	1.00	1.01
Impatiens, New Guinea	3.13	3.09	2.87	3.13	2.76	2.81	2.71	2.74	2.69	2.71
Impatiens	6.02	5.94	5.58	5.87	5.96	6.00	6.02	5.76	5.68	5.71
Marigold	---	---	---	---	5.36	5.98	5.88	6.32	6.14	6.17
Pansy / Viola	---	---	---	---	4.69	4.66	4.45	4.53	4.06	4.08
Petunias	6.06	6.06	5.57	5.60	5.32	5.37	5.08	4.77	4.69	4.72
Other flowering type	3.41	3.30	3.43	3.25	3.24	3.35	3.45	3.48	3.29	3.31
Vegetable type	3.91	3.23	2.98	2.97	7.71	9.55	9.88	10.08	9.68	9.73
<i>Total bedding / garden</i>	3.01	2.88	2.90	2.89	2.78	2.90	2.77	2.94	2.93	2.95
South:										
Herbaceous perennials	1.44	1.63	1.50	1.67	2.18	2.24	2.59	2.52	2.58	2.62
Annuals:	3.22	2.51	2.25	2.28	2.39	2.41	2.42	2.35	2.29	2.31
Begonia	---	---	---	---	2.46	2.98	2.55	2.81	2.37	2.38
Geraniums, cuttings	2.15	1.84	2.00	2.12	2.36	2.59	2.71	2.61	2.75	2.77
Geraniums, from seed	3.76	3.30	2.78	2.90	1.23	1.05	1.44	1.60	1.79	1.79
Impatiens, New Guinea	3.21	2.70	2.43	2.66	2.42	2.44	2.43	2.32	2.44	2.45
Impatiens	2.46	2.42	2.36	2.38	2.22	1.93	2.10	1.80	1.75	1.75
Marigold	---	---	---	---	2.78	3.39	2.62	2.57	2.12	2.13
Pansy / Viola	---	---	---	---	2.45	3.31	3.23	2.93	2.70	2.71
Petunias	3.06	3.09	3.13	3.08	2.75	2.81	2.88	2.82	2.56	2.58
Other flowering type	3.91	2.55	2.17	2.18	2.20	2.06	2.08	2.16	2.15	2.16
Vegetable type	2.15	1.98	2.20	2.33	9.57	18.15	11.25	6.70	7.32	7.35
<i>Total bedding / garden</i>	4.15	2.63	2.33	2.36	2.34	2.37	2.46	2.39	2.37	2.38
West:										
Herbaceous perennials	1.04	1.04	1.24	1.13	1.80	1.84	1.89	2.03	1.95	1.98
Annuals:	2.64	3.20	2.47	2.91	2.91	2.84	2.88	2.83	2.89	2.91
Begonia	---	---	---	---	3.61	3.07	2.61	2.54	2.33	2.34
Geraniums, cuttings	1.71	1.68	1.48	1.61	1.92	1.96	2.16	2.16	2.31	2.32
Geraniums, from seed	4.27	3.25	2.98	3.22	1.22	1.37	2.02	1.83	1.47	1.48
Impatiens, New Guinea	2.98	3.21	2.96	2.36	2.37	2.33	2.42	2.70	2.61	2.62
Impatiens	2.41	3.03	2.68	2.07	2.89	3.20	3.32	2.94	2.78	2.79
Marigold	---	---	---	---	4.82	4.64	4.23	4.14	4.26	4.29
Pansy / Viola	---	---	---	---	4.03	3.30	3.01	3.04	2.93	2.95
Petunias	3.40	4.49	4.09	4.04	5.01	4.12	3.91	3.85	3.75	3.77
Other flowering type	2.58	3.34	2.49	3.17	2.75	2.56	2.81	2.92	3.03	3.05
Vegetable type	2.66	2.72	2.02	2.39	7.51	8.00	7.90	8.04	7.95	7.99
<i>Total bedding / garden</i>	2.71	3.09	2.43	2.91	2.69	2.61	2.63	2.61	2.60	2.61

--- = Not available; p = preliminary; f = ERS forecast.

1/ Includes only growers with \$100,000 or more in annual floriculture sales. The growers are located in 36 surveyed States. Some price series may not be consistent because quantity sold data through 1999 are not compatible with data starting in 2000--e.g., vegetable type prices.

Source: *Floriculture Crops*, NASS.

Summary 13--Floriculture crops: Large growers and growing area, by type of cover, U.S. and regions, 1995 to date 1/

Type of cover	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004p
--- 1,000 square feet ---										
United States:										
Number of growers	4,657	4,683	5,244	5,199	4,793	4,851	4,738	4,974	4,732	4,579
Glass greenhouses	63,677	64,151	65,532	66,094	62,660	66,177	70,214	71,112	70,417	68,952
Fiberglass/rigid houses	96,720	89,767	92,152	85,258	81,616	86,023	82,849	80,770	75,227	73,305
Film plastic houses	264,093	248,735	293,998	316,539	308,037	311,148	309,006	331,193	330,504	329,394
Total greenhouse cover	424,490	402,653	451,682	467,891	452,313	463,348	462,069	483,075	476,148	471,651
Shade/temporary cover	320,648	339,800	352,436	353,340	358,771	361,372	358,963	359,145	352,090	352,966
Total covered area	745,138	742,453	804,118	821,231	811,084	824,720	821,032	842,220	828,238	824,617
Covered area per grower	160.0	158.5	153.3	158.0	169.2	170.0	173.3	169.3	175.0	180.1
Open field (acres)	24,750	23,926	28,203	31,675	27,784	30,250	29,048	32,900	32,949	31,762
Total production acres	41,856	40,970	46,663	50,528	46,404	49,183	47,896	52,235	51,963	50,693
Sales per acre (dollars)	73,437	76,941	76,239	72,064	81,292	86,493	93,874	91,016	91,794	96,406
Sales per grower (dollars)	660,038	673,138	678,403	700,372	787,038	876,928	948,971	955,805	1,008,007	1,067,274
Northeast:										
Number of growers	836	886	1,015	1,013	930	932	933	959	911	918
Glass greenhouses	13,176	14,102	13,667	14,157	14,073	14,339	15,978	14,490	14,782	14,583
Fiberglass/rigid houses	4,631	5,274	5,220	5,114	4,572	4,751	6,224	5,005	4,527	5,018
Film plastic houses	33,014	34,011	43,423	46,287	44,728	48,103	44,921	45,347	46,492	46,603
Total greenhouse cover	50,821	53,387	62,310	65,558	63,373	67,193	67,123	64,842	65,801	66,204
Shade/temporary cover	840	1,439	964	1,176	1,417	1,353	1,824	1,871	1,731	1,704
Total covered area	51,661	54,826	63,274	66,734	64,790	68,546	68,947	66,713	67,532	67,908
Covered area per grower	61.8	61.9	62.3	65.9	69.7	73.5	73.9	69.6	74.1	74.0
Open field (acres)	2,574	2,512	2,784	3,562	3,217	3,174	3,830	3,881	4,104	4,095
Total production acres	3,760	3,771	4,237	5,094	4,704	4,748	5,413	5,413	5,654	5,654
Sales per acre (dollars)	103,256	102,120	109,630	93,841	107,622	114,608	106,079	113,958	104,576	111,909
Sales per grower (dollars)	464,400	434,603	457,592	471,892	544,403	583,814	615,417	643,172	649,075	689,244
Midwest:										
Number of growers	1,177	1,198	1,324	1,312	1,222	1,274	1,253	1,280	1,251	1,224
Glass greenhouses	19,563	19,222	20,346	18,515	18,019	17,678	18,875	19,151	20,190	20,044
Fiberglass/rigid houses	9,235	10,187	11,092	11,512	12,193	12,753	12,978	11,630	11,755	12,020
Film plastic houses	59,565	59,956	71,922	77,916	74,596	76,365	76,850	80,328	81,488	81,698
Total greenhouse cover	88,363	89,365	103,360	107,943	104,808	106,796	108,703	111,109	113,433	113,762
Shade/temporary cover	1,394	1,753	2,548	2,818	2,444	2,623	2,879	2,767	3,499	3,194
Total covered area	89,757	91,118	105,908	110,761	107,252	109,419	111,582	113,876	116,932	116,956
Covered area per grower	76.3	76.1	80.0	84.4	87.8	85.9	89.1	89.0	93.5	95.6
Open field (acres)	2,395	2,268	3,217	3,437	2,735	4,064	4,260	4,887	4,413	4,297
Total production acres	4,456	4,360	5,648	5,980	5,197	6,576	6,822	7,501	7,097	6,982
Sales per acre (dollars)	132,773	134,048	121,723	115,151	132,956	120,129	121,884	116,740	128,473	134,868
Sales per grower (dollars)	502,613	487,831	519,282	524,827	565,464	620,062	663,560	684,134	728,877	769,311
South:										
Number of growers	1,579	1,589	1,750	1,722	1,607	1,608	1,555	1,706	1,583	1,484
Glass greenhouses	13,203	13,477	12,612	12,796	13,072	12,681	14,147	15,728	15,865	14,353
Fiberglass/rigid houses	23,178	16,616	17,741	15,426	16,526	22,979	19,047	18,911	17,127	13,252
Film plastic houses	102,900	88,927	103,493	108,978	110,453	109,377	108,042	120,857	119,366	123,609
Total greenhouse cover	139,281	119,020	133,846	137,200	140,051	145,037	141,236	155,496	153,295	153,219
Shade/temporary cover	285,555	302,298	313,582	316,903	319,537	317,874	312,434	310,342	302,323	305,717
Total covered area	424,836	421,318	447,428	454,103	459,588	462,911	453,670	465,838	455,618	458,936
Covered area per grower	269.1	265.1	255.7	263.7	286.0	287.9	291.7	273.1	287.8	309.3
Open field (acres)	9,408	10,091	11,554	12,083	10,632	11,013	9,611	11,947	11,590	11,292
Total production acres	19,161	19,763	21,826	22,508	21,183	21,640	20,026	22,641	22,050	21,828
Sales per acre (dollars)	59,414	62,028	58,831	58,799	65,569	71,169	82,925	78,893	80,657	82,515
Sales per grower (dollars)	720,983	771,473	733,725	768,544	864,299	957,772	1,067,933	1,047,025	1,123,469	1,213,691
West:										
Number of growers	1,065	1,010	1,155	1,152	1,034	1,037	997	1,029	987	953
Glass greenhouses	17,735	17,350	18,907	20,626	17,496	21,479	21,214	21,743	18,477	18,368
Fiberglass/rigid houses	59,676	57,690	58,099	53,206	48,325	45,540	44,600	45,224	39,450	36,795
Film plastic houses	68,614	65,841	75,160	83,358	78,260	77,303	79,193	84,661	83,158	77,484
Total greenhouse cover	146,025	140,881	152,166	157,190	144,081	144,322	145,007	151,628	143,619	138,466
Shade/temporary cover	32,859	34,310	35,342	32,443	35,373	39,522	41,826	44,165	44,537	42,351
Total covered area	178,884	175,191	187,508	189,633	179,454	183,844	186,833	195,793	188,156	180,817
Covered area per grower	168.0	173.5	162.3	164.6	173.6	177.3	187.4	190.3	190.6	189.7
Open field (acres)	10,373	9,055	10,648	12,593	11,200	11,999	11,347	12,185	12,842	12,078
Total production acres	14,480	13,077	14,953	16,946	15,320	16,219	15,636	16,680	17,161	16,229
Sales per acre (dollars)	65,993	73,179	75,006	67,932	75,911	81,523	87,386	84,644	82,761	88,479
Sales per grower (dollars)	897,232	947,479	971,030	999,306	1,124,696	1,275,083	1,370,487	1,372,052	1,439,010	1,506,741

p = Preliminary. 1/ Includes growers with at least \$100,000 in annual floriculture sales; growers are located in the 36 surveyed States.

Sources: *Floriculture Crops*, NASS; ERS.